

Graphic Design

Museum of Brands Worksheet

This worksheet on Graphic Design is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go round more than once.

这次的练习让你在参观品牌博物馆时可以更深入地了解一些商业行销的原则和发展。由于问题牵涉不同的馆藏?你或需要在不同时期的展品之间游走。

1. **Some brands have kept their core identity despite continuous updating (see Johnson's Toilet Powder). In the 'Branding' section, find a similar example and sketch the earliest and latest pack designs below.**

有些品牌多年来都保留核心品牌个性?但又不断与时俱进 (参考庄臣生产的厕纸). 在Branding的展览中?找出这方面的例子?描绘最早期和最新的包装。

2. **Some brand owners have repositioned their products many times (see Hartley's Jam). Find an example of a dramatic visual change and sketch the before and after packs below.**

有些品牌都随着时间演变- 在不同年代重新定位 (参考Hartley's Jam)。找出一个曾作出巨大视觉转变的品牌?描绘转变前后的包装。

3. Brands can reflect the design style of the time. Find a pack that reflects each of these three styles. Write down its brand name and describe briefly why it works.

a) Art Nouveau
新艺术时期

品牌可反映当时的设计风格。找出反映以下设计风格的包装。写下品牌名字及描述各品牌成功

b) Art Deco
艺术装饰时期

c) Photographic influence
受拍摄影响

4. Pick an era that inspires you. Sketch three packs (or parts of packs) that you particularly like.
选取一个启发你的艺术风格时期。素描3个你最喜爱的包装。

5. Inspiration comes from everything around us. The Museum shows the vibrant story of Graphic Design that has evolved over the past 150 years. Find an advert or pack that you wish you had designed. Sketch it below and explain why you chose it.

灵感来源于我们身边的一切事物。博物馆用绘画设计的形式展示了过去150年来逐步进化的生动故事。如果你生活在过去的时代?你希望设计出什么样的包装呢?在下面描画出来并且解释你为什么选择这个。

- 6.** Basic pack designs can be relevant at particular moments, such as 'value' products in the 1980s or during wartime restrictions when the added cost of design could not be justified. Find an example of a pack somewhere in the 'Time Tunnel' that you think you could improve and sketch it, explaining why you think it is weak. Now use an additional sketch to show how you would improve it.

基础的包装设计可以和特定时期的时代背景相关?比如说尤其在1980年代“有价值”的商品或者是战争时期的产品?但是这些产品可能存在一些不必要的设计成本。请你在时光隧道的任意角落找到一个你想要改进的包装并且在下面描绘出来?解释你为什么觉得这样的设计不太好?并在原来的设计基础上加入你想要改进的内容?在下面描绘出来。

- 7.** Pick one of the following five brands from the 'Branding' section of the museum. Which graphic elements have changed most over time?

从博物馆的“branding”区域里面找到以下五个品牌。哪些绘图元素随着时代的发展改变了?

Windolene, Hartley's, Mr Kipling Manor House Cake, Cerebos, Coca Cola

How would you move this brand forward?

你准备怎么去改善这些品牌的设计呢?